

## **AMENDMENTS TO THE CLAIMS**

The following listing of claims will replace all prior versions and listings of claims in the application.

### **LISTING OF CLAIMS**

1. (Previously Presented) A system for conditionally redeeming an electronic coupon, comprising:

a distribution module that receives a television broadcast including at least one adaptive electronic coupon having electronic coupon metadata and distributes the a distribution module interactively distributing an adaptive electronic coupon having electronic coupon metadata to a handheld device of a user based on at least one predetermined rule; the electronic coupon metadata automatically changing redemption characteristics of the coupon post distribution based on predetermined conditions relating to personal data of the user and a redemption environment;

the handheld device locally determining whether the user is in proximity to the distribution module during a predetermined period or whether the user is attentive to the television broadcast for a predetermined period;

the handheld device invalidating the electronic coupon when the handheld device determines that the user was not in proximity to the distribution module during at least a portion of the predetermined period or the user was not attentive to the television broadcast during at least a portion of the predetermined period;

a redemption system honoring the adaptive electronic coupon at a time and place of redemption based on the metadata and predetermined conditions relating to the personal data of the user and the redemption environment; and

~~[[a-]]~~the handheld device receiving and storing the electronic coupon and the metadata wherein said handheld device is adapted to provide redemption information about the electronic coupon to said redemption system by data communication with a cash register of a retailer at the time and place of redemption.

2. (Original) The system of claim 1, comprising a verification system verifying that the predetermined conditions have been met at the time and place of redemption.

3. (Original) The system of claim 1, wherein the redemption characteristics correspond to a redemption category and a redemption value.

4. (Original) The system of claim 1, wherein the predetermined conditions relate to a time of redemption.

5. (Original) The system of claim 1, wherein the predetermined conditions relate to a place of redemption.

6. (Original) The system of claim 1, wherein the predetermined conditions relate to a weather condition at a time and place of redemption.

7. (Currently Amended) A method of conditionally redeeming an adaptive electronic coupon, comprising:

receiving a television broadcast including an adaptive electronic coupon;

~~interactively~~ distributing the ~~[[an]]~~ adaptive electronic coupon to a handheld device of a user based on at least one predetermined rule, wherein the coupon has metadata automatically changing redemption characteristics of the coupon post distribution based on predetermined conditions relating to a personal data of the user and a redemption environment;

locally determining whether the user is attentive to the television broadcast for a predetermined period and dishonoring the electronic coupon when the user is not attentive to the television broadcast for at least a portion of the predetermined period;

automatically changing redemption characteristics of the coupon based on predetermined conditions relating to personal data of the user and a redemption environment;

honoring the adaptive electronic coupon at a time and place of redemption based on the predetermined conditions relating to the personal data of the user and the redemption environment; and

employing ~~[[a]]~~the handheld device to receive and store the electronic coupon and the metadata, and to provide redemption information about the electronic coupon by data communication with a cash register of a retailer at the time and place of redemption.

8. (Previously Presented) The method of claim 7, wherein the adaptive electronic coupon has a redemption category, a redemption value, and adaptability metadata defining dependency of at least one of the redemption category or the redemption value on the predetermined conditions.

9. (Previously Presented) The method of claim 8, wherein said automatically changing redemption characteristics of the coupon based on predetermined conditions relating to personal data of the user and a redemption environment corresponds to changing at least one of the redemption category or the redemption value according to the predetermined conditions.

10. (Original) The method of claim 7 comprising verifying that the predetermined conditions have been met at the time and place of redemption.

11. (Original) The method of claim 7, wherein the predetermined conditions relate to a time of redemption.

12. (Original) The method of claim 7, wherein the predetermined conditions relate to a place of redemption.

13. (Original) The method of claim 7, wherein the predetermined conditions relate to a weather condition at a time and place of redemption.

14. – 23. (cancel)

24. (Currently Amended) A portable electronic coupon viewer comprising,

a hand-held device having electronic memory associated therewith;

a storage module that preloads data associated with a media content and that is readable by the handheld device;

a data structure defined within said memory for storing electronic coupon data, including coupon metadata that embeds information regarding the commercial terms of said coupon, wherein the coupon metadata automatically changes redemption characteristics of the coupon post distribution based on predetermined conditions relating to personal data of the user and a redemption environment; [[and]]

a detection module that locally determines whether the user is in proximity to the handheld device during a television broadcast; the detection module invalidating the electronic coupon when the detection module determines that the user was not in proximity to the handheld device during the television broadcast or was not attentive to a least a portion of the television broadcast;

an active display embedded in the handheld device and adapted to visually render an electronic coupon according to the electronic coupon data and one or more variable expiration terms associated therewith, and

wherein the handheld device communicates with a distribution module to display information based on the data associated with the media content and invites interactions of the user with the distribution module, wherein the handheld device

transmits the interactions of the user to the distribution module, and wherein said handheld device is adapted to provide redemption information about the electronic coupon by data communication with a cash register off a retailer at a time and place of redemption.

25. (Original) The portable viewer of claim 24 wherein said metadata includes at least one datum for mediating redemption expiration terms.

26. (Original) The portable viewer of claim 24 wherein said metadata includes at least one datum for mediating variable redemption terms relating to personal data of a user and a place of redemption.

27. – 29. (cancel)

30. (Previously Presented) The system of claim 1, wherein the cash register has a barcode scanning device, and said handheld device has an active display that performs the data communication by graphically rendering a barcode representing the information for scanning by the barcode scanning device.

31. (Previously Presented) The system of claim 1, wherein the handheld device performs the data communication by wirelessly transmitting a code to the cash register.

32. (Previously Presented) The system of claim 1, wherein said distribution module is media content consumption equipment responsive to remote control signals from the handheld device to control presentation of a plurality of media content selections to the user, the electronic coupon is associated with a designated one of the media content selections, and the media content consumption equipment wirelessly transmits the electronic coupon to the handheld device contingent upon the user accessing the designated one of the media content selections.

33. (Previously Presented) The system of claim 1, wherein the cash register is adapted to prompt an operator of the cash register to verify that the predetermined conditions have been met.

34. (Previously Presented) The system of claim 1, wherein the electronic coupon becomes invalid a predetermined amount of time after performance of the data communication.

35 (Previously Presented) The system for of claim 1, wherein the distribution module determines availability of the adaptive electronic coupon to the user by applying the at least one predetermined rule to interactions of the user with the distribution module in a predetermined time window.

36 (Previously Presented) The system of claim 35, wherein the distribution module further adjusts the metadata of the adaptive electronic coupon by applying the at least one predetermined rule to the interactions of the user.

37 (Previously Presented) The system of claim 1, wherein the distribution module is a household module.

38 (Previously Presented) The system of claim 37, wherein the household module is one of a television receiver, an audio/video equipment, a set top box, and an interactive entertainment system.

39 (Previously Presented) The system of claim 1, further comprising a storage module that preloads data associated with a media content and that is readable by the handheld device, wherein the handheld device communicates with the distribution module to display information based on the data associated with the media content and invites interactions of the user with the distribution module, wherein the handheld device transmits the interactions of the user to the distribution module.



40. (New) A system for conditionally invalidating an electronic coupon upon detecting viewing discontinuation comprising:

a receiver receiving a television broadcast including an electronic coupon having metadata setting forth a predetermined period when a user must be attentive to the television broadcast and transmitting the electronic coupon to a handheld device having an electronic memory;

the handheld device electronically storing the electronic coupon in said electronic memory; and

the handheld device invalidating the electronic coupon when the handheld device locally detects that the broadcast is interrupted during the predetermined period or the user and/or the handheld device leave the proximity of the receiver during the predetermined period.

41. (New) The system of claim 40 wherein the predetermined period corresponds to the television broadcast that the electronic coupon was included in.

42. (New) The system of claim 40 further comprising the television broadcast including at least one encoded station identifier, each station identifier being unique to a specific television station and the electronic coupon metadata including a coupon station identifier corresponding to the station identifier of the television station from which the electronic coupon was broadcasted;

43. (New) The system of claim 42 wherein the receiver transmits the station identifier of the television station currently being broadcasted in predetermined intervals to the handheld device and the handheld device determines whether the station identifier transmitted from the receiver corresponds to the station identifier in the coupon metadata; when the handheld device determines that the transmitted station identifier does not match the station identifier of the coupon metadata for a predetermined amount of successive intervals or was not received for a predetermined amount of successive intervals then the handheld device invalidates the electronic coupon.

44. (New) The system of claim 40 further comprising the distribution module transmitting a request for a user response to the handheld device and the handheld device invalidating the coupon when the user does not respond to the request for a user response in a predetermined amount of time.

45. (New) The system of claim 40 wherein the handheld device requests that the user interact with the handheld device within a predetermined time period and the handheld device invalidates the coupon when the user does not interact with the handheld device within the predetermined time period.